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K/K file
Merchandising

June 15, 1976

Al Korn

William M. Regan

King Kong - James Beam Distilling Company

We have reviewed the Paramount - James B. Beam Distilling Company deal enclosed with your memo of June 11, 1976.

Everything seems to be in order except that there should be a provision requiring that all the commemorative bottles, posters and other material depicting King Kong should carry a legend "copyright RKO General, Inc - 1976" and possibly in some cases a trademark should also be registered in the name of RKO General, Inc.

Paramount may maintain that the Beam deal is only "promotional" not "merchandising" and therefore not within the requirements of the Paramount - RKO merchandising agreement requiring copyright and trademark protection. However, the Commemorative "Fifths" I assume will be sold at a substantial price and it would be damaging RKO's rights in the name and character "King Kong" to allow replicas of the character to be sold without copyright or trademark designation in favor of RKO General, Inc.

P.S.: I assume Paramount has checked this deal against any rights previously granted in merchandising contracts. We have found no conflict with MEGO (articulated dolls) or other contracts available here, but, Paramount may now have some we are not aware of. W.M.R.

REGAN
EX. 8P

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